

Message Text

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64

ORIGIN COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 SS-20 CIAE-00 INR-10

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DRAFTED BY: WILLIAM DONAHOE

APPROVED BY: EB/OCA/REP:LAKLIEFORTH

BIC/OIM:TJOHNSON

BIC/OED:JLAVERTY

BIC/OED:JMILLER

BIC/OED:DBAKER

ARA:ECOHEN

ARA/BR:JSLATTERY

EB/OCA/BR:JNESVIG

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R 151941Z FEB 74

FM SECSTATE WASHDC

TO AMCONSUL RIO DE JANEIRO

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS STATE 031355

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJ: SEMINARS ON EXPORTING TO BRAZIL

1. WE ARE SUPPORTING COMMERCE PLAN TO CONDUCT SEMINARS IN U.S. ON EXPORTING TO BRAZIL COMMENCING MAY 1ST. PURPOSE IS TO INFORM U.S. BUSINESS COMMUNITY OF OPPORTUNITIES FOR INCREASING EXPORTS TO BRAZIL. TARGET AUDIENCE PRIMARILY FIRMS PRODUCING PRODUCTS LISTED REPAIR.

2. COMMERCE HAS IDENTIFIED SEVERAL CITIES AS PROBABLE SITES FOR SEMINARS BASED ON INDUSTRY CONCENTRATION IN U.S., BUT FINAL SITE SELECTIONS AWAITING REACTION COMMERCE DISTRICT OFFICES TO SEMINAR PROPOSAL. PROBABLE SITES INCLUDE LOS ANGELES OR SAN FRANCISCO, DETROIT, NEW UNCLASSIFIED

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YORK, CHICAGO, CLEVELAND OR CINCINNATI, NEWARK, PHILADELPHIA

OR PITTSBURGH, BOSTON, HARTFORD, INDIANAPOLIS, DALLAS OR HOUSTON, MILWAUKEE, AND MIAMI. DALLAS AND INDIANAPOLIS VERY PROBABLE SITES BECAUSE OF LOCAL TRADE MISSIONS TO BRAZIL. WE WILL ADVISE WHEN SCHEDULE FINALIZED.

3. SEMINAR FORMAT INCLUDES LUNCHEON KEYNOTE ADDRESS BY USG OFFICIAL FOLLOWED BY INFORMAL DISCUSSION BY PANEL OF GOVERNMENT AND BUSINESS EXPERTS. PANEL DISCUSSION TO BE LED BY USG CHAIRMAN KNOWLEDGEABLE ABOUT BRAZIL WHO WOULD POSE QUESTIONS TO PANEL MEMBERS AND ENDEAVOR STIMULATE INFORMAL DISCUSSION RATHER THAN HAVING PANEL MEMBERS DELIVER PREPARED FORMAL PRESENTATIONS.

4. WE REQUEST POSTS IN BRAZIL TO FURNISH SOONEST YOUR RECOMMENDATIONS ON ANY AMERICAN OR U.S.-BASED BRAZILIAN BUSINESSMEN IN OR NEAR ANY OF ABOVE CITIES WHO SUFFICIENTLY KNOWLEDGEABLE ON TRADING WITH BRAZIL TO SERVE AS MEMBERS OF PANEL DISCUSSIONS. PERHAPS LOCAL AMCHAMS COULD INDICATE BUSINESSMEN WHO RECENTLY RETURNED TO U.S. FOLLOWING TOUR OF DUTY IN BRAZIL. OTHER COMMENTS BY POST WILL BE APPRECIATED.
KISSINGER

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